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*Artículos Científicos*

## **El impacto del marketing digital en empresas fabricantes de embutidos de los Altos de Jalisco**

***The Impact of Digital Marketing on Sausage Manufacturing Companies in  
the Altos of Jalisco***

***O impacto do marketing digital nas empresas fabricantes de salsichas dos  
Altos de Jalisco***

**Guillermo José Navarro del Toro**

Universidad de Guadalajara, México

[navarromemo@hotmail.com](mailto:navarromemo@hotmail.com)

[guillermo.ndeltoro@academicos.udg.mx](mailto:guillermo.ndeltoro@academicos.udg.mx)

<https://orcid.org/0000-0002-4316-879X>

### **Resumen**

Uno de los objetivos de cualquier empresa, además de elaborar productos de alta calidad y aceptación comunitaria, es elevar las ventas de manera significativa. Desgraciadamente, existen regiones donde aún no se utilizan las nuevas tecnologías de mercadeo que hacen posible llegar a una mayor cantidad de posibles consumidores, no solo a nivel regional, sino también estatal y nacional. La presente investigación, que incluyó métodos cualitativos y cuantitativos, así como entrevistas aplicadas a propietarios, empleados y clientes de tres empresas de embutidos, busca sondear el impacto del *marketing* digital en la región de los Altos de Jalisco, México. Así, además de indagar sobre el grado de conocimiento que tienen respecto de las tecnologías de la información y comunicación (TIC) para ampliar sus mercados hacia zonas de mayor densidad poblacional, se busca conocer la opinión sobre sus productos elaborados, su calidad y aceptación. No hay que olvidar que las empresas están transitando a un mundo cada vez más conectado, lo que posibilita que los empresarios pueden

hacer llegar sus productos a una mayor cantidad de consumidores, mediante Internet y dispositivos inteligentes, tales como celulares, tabletas y computadoras, y así asegurar la supervivencia de la empresa y una permanencia más prolongada en el mercado.

**Palabras clave:** empresa, estrategias de *marketing*, herramientas digitales, Internet, medios digitales.

### Abstract

One of the goals of any business, in addition to producing high-quality, community-accepted products, is to significantly increase sales. Unfortunately, there are regions where new marketing technologies that make it possible to reach a larger number of potential consumers, not only at the regional level, but also at the state and national level, are not yet used. This research, which included qualitative and quantitative methods, as well as interviews applied to owners, employees and clients of three sausage companies, seeks to measure the impact of digital marketing in the Altos of Jalisco, Mexico. Thus, in addition to inquiring about the degree of knowledge they have regarding information and communication technologies (ICT) to expand their markets to areas with higher population density, another goal is to know the opinion about their manufactured products, their quality and acceptance. It should not be forgotten that companies are moving to an increasingly connected world, which enables entrepreneurs to get their products to a greater number of consumers through the Internet and smart devices, such as cell phones, tablets and computers; and thus ensure the survival of the company and a longer stay in the market.

**Keywords:** company, marketing strategies, digital tools, Internet, digital media.

### Resumo

Um dos objetivos de qualquer empresa, além de produzir produtos de alta qualidade aceitos pela comunidade, é aumentar significativamente as vendas. Infelizmente, há regiões onde ainda não são utilizadas novas tecnologias de marketing que permitem atingir um maior número de consumidores potenciais, não só no âmbito regional, mas também estadual e nacional. Esta pesquisa, que incluiu métodos qualitativos e quantitativos, além de entrevistas aplicadas a proprietários, funcionários e clientes de três empresas de embutidos, busca sondar o impacto do marketing digital na região de Los Altos de Jalisco, no México. Assim, além

de indagar sobre o grau de conhecimento que possuem em relação às tecnologias de informação e comunicação (TIC) para expandir seus mercados a áreas com maior densidade populacional, buscamos saber a opinião sobre seus produtos manufacturados, sua qualidade e aceitação. Não se deve esquecer que as empresas caminham para um mundo cada vez mais conectado, que permite aos empreendedores levar seus produtos a um maior número de consumidores, por meio da internet e de dispositivos inteligentes, como celulares, tablets e computadores, e garantindo assim a sobrevivência da empresa e uma maior permanência no mercado.

**Palavras-chave:** empresa, estratégias de marketing, ferramentas digitais, Internet, mídia digital.

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## Introduction

The main objective of this research is to know, approximately, the degree of impact that new technologies have in the Altos de Jalisco region, specifically digital marketing, which involves the use of tablets, smartphones, computers and communication links (wired and wireless). Because, through the Internet, it is possible to help the products of companies in that area reach a larger market. If the quality of many of them is taken into account, they may find a niche in areas such as the Guadalajara Metropolitan Area (AMG). In addition, many people from Los Altos frequently go there for various reasons and when they return they bring a large number of regional products with them. Thus, this research was limited to the Alteñas companies dedicated to the manufacture of sausages, to discover the reasons why they continue not to expand and reach that public that, being native to the area, can only consume the products that are made there, only and exclusively, when they visit the region.

More specifically, only three companies of this line of business were taken into account, the most representative of Los Altos (in terms of their acceptance, coverage and size), namely, Embutidos Vera, El Chaparral and Embutidos Navarro, in order to standardize a criterion that allow to know the reasons why their distribution lines continue to be restricted to a relatively small area. This study is focused on knowing the degree of participation that new marketing methods have in these companies and their penetration in the markets of the region, as well as the degree of relationship that traditional advertising media have with that

minimal expansion. Regarding the latter, one of the most traditional advertising methods is the so-called word-of-mouth dissemination, which is defined as “a set of company activities that seek to give consumers reasons to talk about their products or services, and provide them with the right tools so that those conversations happen many times” (MarketingDirecto.com, s. f.).

Regarding the companies visited as part of this study, all three date from the last decade of the last century, two of them are local and the other comes from the town of Arandas. They all coincide in being manufacturers, distributors and sellers of the same product: sausages (longaniza). Gradually, all of them were introducing their products to the market and having great acceptance for the quality of the raw materials and the manufacturing methods used.

### **Problematic**

One of the main problems faced by most of the sausage manufacturing companies in the Los Altos region is directly related to the advertising methods they use. Basically they are reduced to the delivery of printed advertising with the offers that already have word of mouth advertising, where customers, especially those who know them as quality products from the beginning, are the ones who are in charge of recommending based on your experience the company's products.

To increase the sales of these products, as well as expand their markets and obtain acceptance niches in areas with high population density, such as the AMG, it is necessary to implement digital marketing. To do this, people who handle marketing techniques and technological communication tools have to be involved; This way, both growth and acceptance can be projected outside their place of origin.

It should be noted that not only owners and employees must be trained in the handling of new technologies, and above all in the way in which they can increase sales, but, more importantly, is to approach customers so that they are interested in it. new marketing system, so that they accept it when they see its benefits and advantages over the traditional ones. With this, by having a greater scope, you will be closer to a prolonged permanence and sustainable growth.

## Framework

### Internet impact

In the last decade of 1900, the use of the Internet began in some countries as a means of communication in university contexts until it expanded and impacted the lives of almost everyone, since it is currently a consolidated tool widely accepted and used in many societies. modern. It has changed many habits and behaviors to such a degree that effective and efficient communication would be impossible to conceive without it. In most countries, it is a common way of handling information by countless users. Likewise, it became the quintessential tool for capturing information, searching for written, audio, visual content, shopping, generating relationships, entertainment or simple work. An entire revolution in communication has displaced many of the traditional media such as radio and television to keep society informed, as well as to present content in formats that in another time could not even be thought of, immediately, without waiting for someone to report or show what is happening somewhere in the world.

The digital revolution substantially changed the way of conducting marketing activities (marketing) in companies and industries. In fact, marketing today is a philosophy. It is a way and attitude of conceiving an exchange relationship between the industries and the environment, focusing on the consumer. The exchange relationship determines the reason for being and being of the companies in the market; no company can stay in the market without establishing a close relationship with the consumer, without satisfying their needs in the optimal way.

Unlike traditional marketing, which has customer service hours, the digital world is connected 24 hours a day, 7 days a week, no matter where the company and the client are located. In such terms, it can even be considered that digital marketing has had an uncontrolled growth. Whatever the case, business strategies are gradually being added to solve new challenges. (Famet Andalucía, 2016).

## Digital marketing

Marketing is a concept that encompasses the set of activities aimed at satisfying the wishes and needs of individuals, companies and organizations in exchange for some remuneration (cost), which is why it became an indispensable tool to increase the chances of success in the markets, since it can include from barter (a system where goods are exchanged for others) to the new digital marketing (Martínez, Martínez and Parra, 2015).

Digital marketing is defined as an application (computer program) that combines digital technologies to contribute and make marketing activities easier; its use, in general, makes the acquisition of goods and services profitable, since it continuously increases the acquisition of customers. With this, digital technology and the development of the planned approach acquire strategic recognition and allow companies to improve their knowledge of the customer, as well as their tastes, preferences and products (presentation, quality, quantity) in order to satisfy their needs.

It emerged with the first web pages implemented to promote products or services. Over time, the number of tools developed as part of the new technologies increased, and this made it easier to have more sophisticated and efficient developments, such as applications (apps), as well as the process of management and analysis of data collected from the customer. Digital marketing is now in charge of these dimensions, an indispensable tool in every company (Cangas and Guzmán, 2010).

It is, therefore, a high-impact resource that interacts with the consumer directly, makes the process dynamic, allows more information to be captured through the Internet to generate a larger audience at low cost, reduces time and sales costs, increases online sales through electronic advertising channels that are very quick to show what can be sold. Digital marketing has positioned itself as the way forward in the development of business strategies, and, by shortening the response time of customer needs, has simplified the marketing processes between consumer / business. (Vargas, 2017).

Unfortunately, Mexico has a very poor investment (between \$ 20 and \$ 24 per user) around digital marketing. It is positioned well below countries such as the United States and the United Kingdom, whose investment ranges between 165 and 185 dollars per user. The problem in Mexico lies in the lack of a culture of innovation, so it is urgent that companies invest more in the development of tools that allow generating strategies to compete with their regional, national and international peers. (Kutchera, García y Fernández, 2014).

## Digital marketing tools

Digital marketing relies on instruments that require different degrees of knowledge and specialization. The simplest are the following:

- Automation tool: these are tools that develop functionalities of landing pages, e-mail marketing and e-mail automation flows. All this provides and increases the management of leads and the maturity of these in a sales funnel.
- E-mail: it is one of the fundamental channels of interaction with customers, after the consumer's first contact with a page or company. It is thanks to email marketing that it becomes possible to communicate with him and provide more content until he is ready to contact the sales team.
- Content platform: these tools can greatly improve the process because they allow from blog management to the creation of demands for the production of posts, which translates into greater time savings and greater efficiency.
- Analytics tool: calculating the results of online actions is essential to obtain the best data from a business. It is done through the Google Analytics platform, for example, its great advantage is the evaluation and interpretation of the interest of the visitors in the site. The return on investment (ROI) is measured here. From the actions carried out, the strategies that give the best results to attract and interest the public are detected.
- Monitoring of social networks: helps to improve the actions in the networks, stimulating the growth of productivity through posts, and allows to follow the mentions of the brand, evaluate the interest and reactions to the content and the base of followers (Lipinski, 29 de mayo de 2020).

### *Current digital marketing*

"In this age, marketers need to respond more quickly to feedback from their users or consumers, because the public are connected 24 hours a day" (Striedinger, 2018, p. 7). Even just before going to sleep, people take one last look at the cell phone. Globalization has brought new and increasingly effective tools, so it would be a big mistake for companies to dispense with digital media to promote their products or services. The computer media brought great advantages to large companies; Now, thanks to these, they are even more competitive in the medium and long term, they can envision a more secure and profitable future. Unfortunately, contrary to this trend, small companies have not

obtained much benefit from digital media, basically due to their lack of information, they ignore the importance and added value that they bring (Striedinger, 2018).

Companies can implement digital marketing strategies to achieve their goals and establish a direct relationship with their customers. Here are some of them:

- Website: one of these can be accessed via cell phone, tablet or computer. Preferably with a striking design, it is intended that potential customers inquire and make transactions frequently. The corporate and commercial types of websites display company information and induce the customer to buy and transact right there.
- Blog: according to Arenas (2012), "it is a website that is periodically updated and offers information from one or more authors on topics of interest" (p. 22). It is a site where articles related to the line of business are published.
- Positioning in search engines: it is the modification of data on a web page with a view to achieving a better positioning among Internet users (OKhosting, 2018). Its purpose is to place the website in browsers and appear in the results of Google, Yahoo! and the rest of the search engines.
- Social networks: according to Celaya (2008), these are places on the Internet where all kinds of personal and professional information are published and shared, both with known and unknown people. Due to their use, they have a greater reach in the world, they are used as means of communication, to emit and receive messages, be they videos, audios or texts, and have had a great impact on communication and the industry in general.

Celaya himself (2008) establishes three classifications of social networks:

- 1) Professionals (LinkedIn, Viadeo).
- 2) Generalists (Facebook, Twitter, Instagram).
- 3) Specialized (Ediciona, CinemaVIP, eBugá).

- Influencers or social influence marketing: this practice is defined as "the ability to expand and multiply a message, action or behavior through a person with credibility and empathy, capable of convincing a group of people in an expansive, progressive and permanent way." (Anzures, 2016, p. 137).



## **Materials and methods**

### **Measuring instrument**

The structured questionnaire was used in such a way that the result was an indicator that would allow knowing the knowledge that the general public has of marketing through electronic means. It was developed in Google Forms, which facilitated its dispersion, reaching a greater number of potential customers. The quantitative and qualitative methods were reflected in it.

### **Sampling method and application**

Once the collection instrument (survey) was defined, its application was carried out using a non-probability sampling. Non-probabilistic sampling selects the sample with previously established parameters, in order to obtain the most representative sample of the market to be investigated. Therefore, people were defined in the Altos de Jalisco region; access to it was made online. A filter was generated to select the respondents; thus, a specific view of the sample was obtained. Its online application made data collection and extraction easy, and at no cost, as a free platform was used. The results open the door to implement faster and safer actions as part of the project. In this way, the instrument is tested and everything that is interesting to tune and improve on the instrument is discovered.

Its great disadvantage is related to the little interest it arouses in the respondent, which decreases the response rate and requires an increase in the application time of this. There is also the risk that the same person answers it more than once, and throwing wrong data.

### **Questionnaire distribution scheme**

To distribute the survey and reach the representative sample, the three companies mentioned above were chosen because they are manufacturers of sausages in the region. Each of them was approached to request their help in placing the survey on their business Facebook page. Through this social network there was a great response, since current customers appear as contacts on the pages.

Likewise, the survey was sent via direct message to frequent customers, through personal social networks and WhatsApp. Its wide distribution provided a large number of

responses, which exceeded the initial goal of 150 (50 per company), which allowed the results to be considered valid; in the end, 60 surveys were taken per company.

## Results

The questions applied through the Google platform were first provided to the person in charge of each company in order to obtain information prior to what would be thrown with digital marketing, and to know how far these methodologies and technologies will have to be applied in companies of the region to project its permanence and growth.

- Does your company have any foray into digital marketing?
- Do you think your company is ready to face these tools?
- Do you have trained people within the company to execute it?
- How do you think its implementation would help?
- What scope do you think digital marketing would have in your company?
- How far would you be willing to venture into digital marketing?

**Figura 1.** Presencia del *marketing* digital en la empresa

<p>¿ Su empresa cuentas con alguna incursión en el marketing digital ?</p> <p>1 respuesta</p> <p>Por el momento no, ya que no cuenta con un departamento en esa área</p>
<p>¿Considera que su empresa esta preparada para afrontar estas herramientas ?</p> <p>1 respuesta</p> <p>Sí, pero con asesoría de alguien especializado</p>
<p>¿Tiene personas capacitadas dentro de la empresa para ejecutarlo?</p> <p>1 respuesta</p> <p>Por el momento no</p>
<p>¿En que considera que ayudaría la implementación del mismo ?</p> <p>1 respuesta</p> <p>En poder crecer el negocio, y adquirir reconocimiento</p>
<p>¿Que alcance cree que tendría el Marketing Digital en su empresa ?</p> <p>1 respuesta</p> <p>Tendría un alcance bueno, ya que ofrecemos un producto con una diferencia competitiva que puede interesar a más consumidores fuera de lo local.</p>
<p>¿ Hasta donde estaría dispuesto a incursionar en el Marketing Digital ?</p> <p>1 respuesta</p> <p>Hasta donde la misma empresa lo permita, y el asesor nos ayude.</p>

Fuente: Elaboración propia

Figure 1 shows the data that they gave us as answers to the questions provided. It should be noted that there was no certainty about who was responsible for the filling. Even so, it allowed us to analyze where they are currently and where they are going.

### Customers opinion

In the same way, the questionnaire addressed to the client of each participating company was prepared and applied; The objective of this was to know a little about how the client acts and thinks about the channel used at that time so that the product reaches them, how they became a client and their opinion about what can happen when implementing digital marketing in their client relationship- business.

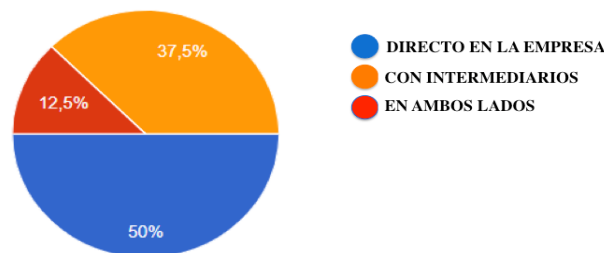
- How did you find out about the products?
- Do you know where else to get the product, besides where you usually buy it?
- Have you ever looked for information related to the company (point of sale, location, telephone, address, etc.) through the Internet?
- Do you think it would be useful for the company to carry out advertising campaigns over the Internet?

The results were concentrated for their interpretation in one graph per question.

**Figura 2.** Conocimiento del producto

¿Como conoció los productos?

180 RESPUESTAS



Fuente: Elaboración propia

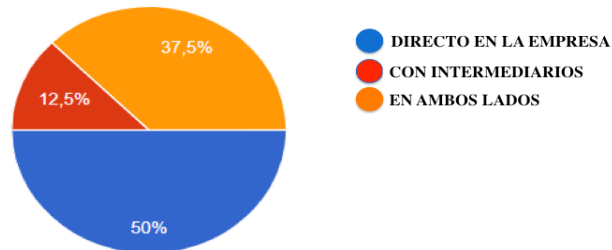
The results obtained in the three participating companies were combined in a single graph, since it is an exercise aimed at knowing the greater or lesser degree that exists in the region by incorporating new marketing technologies in combination with communication technologies.

The results obtained reflect that around 50% of those surveyed knew the company directly because they lived in the area, because they knew about the quality of the product or because its prices compete with national and foreign brands; 37.5% reached the products through someone who initially gave them as gifts, and the rest were recommended by someone. Thus, taking into account the above, it can be affirmed that word of mouth advertising is usually used in most small regional companies, which is basically due to the fact that the client has been its main promoter, which requires maintaining a good customer-company relationship, since thanks to this they manage to keep and attract more customers.

**Figura 3.** Presencia en el mercado

¿Dónde compra los productos?

180 RESPUESTAS



Fuente: Elaboración propia

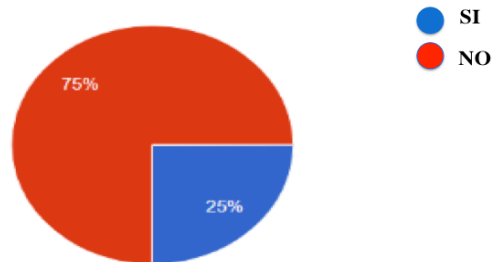
Now, 50% of the surveys show that the customer buys directly from the company; 37.5% of customers know another place besides the company where they buy them, and 12.5% go, for various reasons, with intermediaries (small grocery stores that sell them).

The high percentage of direct acquisition with companies due to having different points of sale, avoiding intermediaries, is something in which companies have been very emphatic, in this way the client avoids traveling to the place of production to acquire them, in addition to using posters to advertising them and distributing flyers advertising their locations. His first trials in the use of digital marketing means were reflected in the Facebook accounts opened to inform the promotions. Although these efforts have not been well commanded, they have increased their customers and sales somewhat.

**Figura 4. Puntos de venta**

¿Sabes dónde más conseguir el producto además del lugar dónde sueles comprarlo?

180 RESPUESTAS

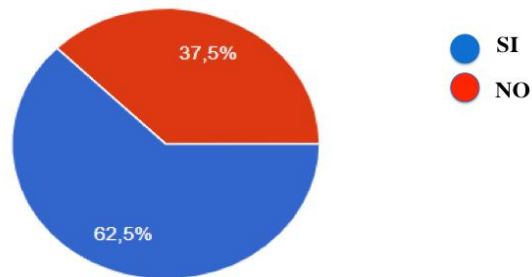


Fuente: Elaboración propia

**Figura 5. Búsqueda a través de Internet**

¿Alguna vez has buscado información relacionada a la empresa (punto de venta, ubicación, teléfono, dirección, etc.) a través de internet?

180 RESPUESTAS



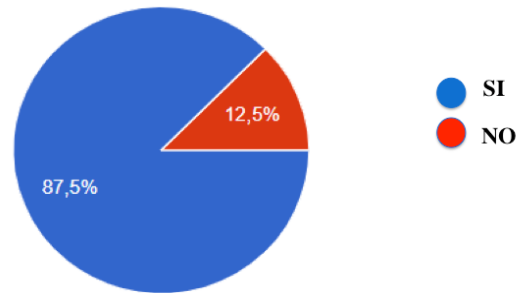
Fuente: Elaboración propia

In addition to the above, 62.5% of those surveyed affirmed that they have sought information related to the sausage companies mentioned here. This shows that there is great interest on the part of companies and customers for services in electronic media.

**Figura 6.** Publicidad en Internet

¿Crees que te sería útil que la empresa realizará campañas de publicidad a través de internet?

180 RESPUESTAS



Fuente: Elaboración propia

Along the same lines, 87.5% of those surveyed consider it important that sausage companies carry out advertising campaigns over the Internet. It is common to have a smartphone connected to the Internet, and you can search for countless products and companies. Although word of mouth advertising continues to attract customers to companies, and they are of different ages, which has motivated them to continue trusting in it, it is also time for companies to have their own applications (apps), since the Digital marketing increases the potential number of customers, not only in the area, but with optimism, based on the quality of the products produced, in the near future, it will be possible to think about expansions to populations with higher population density and, therefore, customers in power.

With this, the points of sale in different towns would be made known and, later, think about direct deliveries from the manufacturer to the consumer, and even be able to generate a closer relationship between customer-company.

## Discussion

The interviews described provided valuable information for companies to seriously consider implementing digital marketing, and with the help of this tool, expand their markets. By adopting these modern marketing techniques that will open the way to the development of the region, they will have to hire new personnel to carry out marketing studies, their employees will be able to secure their jobs for a longer time, and in general, the companies of the region, by employing marketing digital, they will achieve better brand and product positioning.

As a marketing tool, digital marketing groups together the marketing strategies used by the Web so that the user makes her visit, all based on previously planned actions in each company. It goes far beyond the traditional ways of selling and marketing known; it is about integrating diverse strategies and techniques designed exclusively for the digital world (Selman, 2017).

Word of mouth advertising is limited in scope. By relying exclusively on it, the sausage manufacturer misses the advantages of digital media and, therefore, restricts its growth. The above is established by the fact that nowadays a large number of people frequently interact with different tools offered by the Internet, since with them it is very easy to contact people in real time, so it has become a Most efficient method of monitoring the business from laptops; in short, the audience is greater at a minimal cost.

It is a fact, according to Real, Leyva and Heredia (2014), that 80% of the companies that have a delay in technology, and are not at the forefront of new marketing and sales strategies, disappear over time.

To guarantee the presence in the market, it is necessary to adopt innovation. Today, companies have to improve and implement digital strategies, in order to be in competitive advantage over their contenders, achieve sustainable growth and ensure their position in the market.



## In conclusion

Evidence shows that small businesses in El Alto continue to use traditional advertising methods such as word of mouth. After interviewing various groups in the region, namely clients of the sausage manufacturing companies, teachers, people specialized in digital marketing and other citizens of the Highlands of Jalisco, it is concluded that many of the companies in the region have never resorted to digital marketing, so they are wasting the tools that have been emerging in recent years. According to the results obtained here, 85.5% of those surveyed believe that companies should access digital media to provide advertising and information that facilitates direct contact with the company and its products, save time, costs, have a greater reach, achieve a better positioning in your market and, with all this, seek to be better than your competitors.

Around 62.5% of those interviewed said they had ever searched for information related to companies through digital media. In addition, they indicated that currently people spend more and more time connected to social networks, and that company that does not use these tools is put at a disadvantage, since all clients expect to find everything related to their tastes and preferences in the shortest time.

The permanence of the company in such a versatile world implies innovation and adaptation to the use of new administrative processes. The requirements of current demand and the creation of new competitors call for companies with a history to use new technologies for their own benefit and for their clients; a resistance to incorporate the new tendencies will impede the development and growth of the organization.

It should be mentioned that, in addition to what has already been mentioned here, the potential that graduates of different universities have, where young people go to train to guide companies and make them grow, will also be wasted. Without a doubt, the growth of the region is at stake here like never before. Likewise, with these new methodologies, it will no longer contribute to the state's income as a producer of raw materials, as it is today, to become manufacturers of high-quality manufactured products, as are the raw materials used in these products. and so many others that are exported to other regions of the country.

All this will accommodate a large number of professionals from other areas, such as information technology professionals, as they are the basis for developing the aforementioned applications that allow products to be known anywhere in the world. And so, gradually, the doors will be opened for companies to grow without losing their traditional

production methods, since the flavor of their products depends on these. Finally, it will also be necessary to incorporate people from the creative area to present ideas in different ways, as well as people from the international business area so that they can visualize the markets that can be covered.

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